

METHODS AND APPARATUS FOR
CONNECTING SHIPPERS AND CARRIERS IN THE THIRD PARTY
LOGISTICS ENVIRONMENT VIA THE INTERNET

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ABSTRACT OF THE DISCLOSURE

An online electronic marketplace in which carriers bid for loads tendered by shippers, and shippers purchase the most attractive transportation services. The system described herein efficiently matches loads and capacities, lowers transaction costs, and creates value through enhanced visibility to information resulting in efficient transportation and financial transactions. According to specific embodiments, the present invention combines a neutral marketplace patterned after a stock exchange, with the electronic format of an Internet auction site to create a trading system for the logistics industry.

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